



**WEWS**

# ORDER

Flight Dates **11/01/12-11/06/12**

Contract / Revision      **316381 /**      **Product**      **Brown DSCC Week # 1 Add-2**

Original Date / Revision  
10/31/12    11/05/12      Agency Com    15%

Advertiser **Brown / Democrat / Senate -**  
**1831 Chestnut Street**  
**Philadelphia, PA 19103**

Agency    **Shorr Johnson Magnus**

Buying Contact  
**1831 Chestnut Street**  
**Philadelphia, PA 19103**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep      00:20:00

Estimate #

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority      P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	5	\$8,287.50	\$9,750.00	0.00
<b>Totals</b>	<b>5</b>	<b>\$8,287.50</b>	<b>\$9,750.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	5	\$8,287.50	\$9,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	11/01/12	11/05/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$7,000.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						
N 2	WEWS	11/01/12	11/05/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	M--F--	:30	2	\$2,000.00	P-1	0.00	NM	1	\$2,000.00



**WEWS**

Print Date: 11/06/12

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Contract / Revision     **316381**     Flight Dates **11/01/12-11/06/12**

Hiatus Dates

Original Date / Revision   10/31/12/   11/05/12

Order Sep   00:20:00

Advertiser   **Brown / Democrat / Senate**   Product **Brown DSCC Week # 1** Add Estimate #

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 2	WEWS	11/01/12	11/05/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	M--F--	:30	2	\$2,000.00	P-1	0.00	NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		11/01/12	11/07/12	M--F--					1	\$2,000.00		0.00				
N 3	WEWS	11/02/12	11/05/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	M--F--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		11/02/12	11/08/12	M--F--					1	\$400.00		0.00				
N 4	WEWS	11/01/12	11/05/12	SA Kaleidoscope SA Kaleidoscope	CM	530-6a	-----S-	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-					1	\$100.00		0.00				
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00				
N 5	WEWS	11/05/12	11/06/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MT-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----					1	\$250.00		0.00				
														<b>Totals</b>	<b>5</b>	<b>\$9,750.00</b>